

REMARKS

Applicant hereby replies to the Office Action dated July 9, 2003. Since the application inadvertently abandoned, Applicant also submits herewith a Petition to Revive with this application.

Claims 1-14 were pending in the application and the Examiner rejects claims 1-14. Applicant amends claims 1-3, 5-7 and 10 to clarify the claim terms only, and as such, the claim amendments are unrelated to patentability. Support for the amendments may be found in the originally filed specification, claims, and figures. No new matter has been introduced by these amendments. Reconsideration of this application is respectfully requested.

The Examiner rejects claims 1- 14 under 35 U.S.C. § 103(a) as being unpatentable over Hunt et al (U.S. Patent Number 6,496,855 B1) in view of Kraemer (U.S. Patent Number 6,490,602). Applicant respectfully traverses this rejection.

The Examiner asserts that Hunt teaches all of the limitations of claim 1 except for the step of coalescing of data from a secondary data profile and the data from a second primary data file to construct a third data set wherein the third data set is used to complete an online form such that certain data items required by the form relating to the first user are taken from the secondary profile portion of the third data set. The Examiner asserts that the step not disclosed in Hunt, is disclosed in Kraemer. Specifically, the Examiner asserts that Kraemer teaches, "a third data set, referred to as a purchase command, is constructed from the data relating to the gift receiver and data relating to the gift giver and then it is used to complete and (sic) online form for a vendor selling the gift." Regarding the "purchase command", Kraemer discloses, for example:

"The information obtained earlier about the gift-giver is used to automatically fill out the necessary forms on the vendors website to purchase the gift." (column 6, line 14 – column 7, line 1)

As such, this disclosure clearly teaches that information relating to the gift-giver is used to automatically fill out the forms. Kraemer discloses that following the purchase transaction; the gift's purchase status within the gift-recipient's account is updated to inform future gift-givers to avoid double purchases. Kraemer does not disclose or teach that gift-recipient's data is used in conjunction with gift-giver data to complete a form.

The Examiner further cites the following from Kraemer to support his assertion:

"The method may further include: (11) obtaining information about a purchaser (block 2110); (12) receiving a purchase

command associated with the product from the purchaser (block 2120); (13) modifying the purchase command with the information about the purchaser (block 2130); and (14) sending the modified purchase command to the vendor (block 2140)." (column 4, lines 32-38)

Again, this disclosure teaches that information relating to a purchaser may be sent to a vendor in order to secure a purchase transaction. The information, according to Kraemer, may include name address, phone number, credit card and payment information, personal preferences, and demographic information about the user. Kraemer is limited to the use of gift-receiver information to help the gift-giver select appropriate gifts. Further, purchases made by each gift-giver are maintained in a database to prevent double gifting. Accordingly, Kraemer does not disclose or suggest "coalescing data from said filtered first data profile and data from a second data profile to construct a third data set wherein the third data set is used to complete an online form such that certain data items required by the form relating to the first user are taken from said filtered first data profile portion of the third data set", as required by independent claim 1.

Claims 2-10 variously depend from independent claim 1, therefore are allowable for at least the reasons described above with respect to independent claim 1 as well as in view of their own respective features.

Regarding independent claim 11, the Examiner asserts that Hunt does not teach the step of retrieving an online merchant form having a plurality of fields, or granting access to filtered data set by the information provider to the information requestor so that data from the filtered data set is inserted into a second subset of the plurality of fields, wherein the online merchant form is from an online merchant not affiliated with any other online merchant. The Examiner asserts that the step not disclosed in Hunt, is disclosed in Kraemer. Applicant respectfully traverses the rejection.

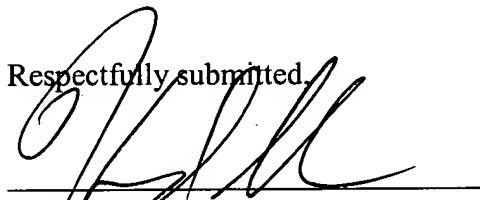
Specifically, the Examiner asserts that Kraemer discloses that an online vendor form, including a plurality of fields, may be received from a vendor and that it may be filled out automatically with the purchase command. However, the "purchase command" of Kraemer does not include gift-receiver data as it relates to filling in a form using both gift-giver and gift-receiver data as explained above in reference to claim 1. Therefore, Kraemer does not disclose the step of "granting access to the filtered data set by the information provider to the information

requester so that data from the filtered data set is inserted into a second subset" as is required by independent claim 11.

Claims 12-14 variously depend from independent claim 11, therefore are allowable for at least the reasons described above with respect to independent claim 1 as well as in view of their own respective features.

In view of the above remarks and amendments, Applicant respectfully submits that all pending claims properly set forth that which Applicant regards as its invention and are allowable over the cited prior art. Accordingly, Applicant respectfully requests allowance of the pending claims. The Examiner is invited to telephone the undersigned at the Examiner's convenience, if that would help further prosecution of the subject Application. Applicant authorizes and respectfully requests that any fees due be charged to Deposit Account No. 19-2814, including any required extension fees.

Respectfully submitted,


Howard Sobelman
Reg. No. 39,038

Dated: September 30, 2004

SNELL & WILMER L.L.P.
400 E. Van Buren
One Arizona Center
Phoenix, Arizona 85004
Phone: 602-382-6228
Fax: 602-382-6070
Email: hsobelman@swlaw.com